

SUSTAINABLE — APR 22, 2020

8 Sustainable Brands That Make the Most Delicious Comfy Clothing

by KAT COLLINGS



Happy Earth Day, fellow fashion friends. With public and personal health top of mind for the past several weeks, it's been interesting to see a side narrative of stories emerging about the effects of this epidemic on our planet. There's a silver lining to the mandatory slowdown many of us are experiencing now, wherein we are called to reflect on what we really need and the larger impact of our behavior. As a fashion editor, I naturally think of my consumer habits when it comes to clothing, and I know many of our readers are increasingly considering sustainability for their next purchase. With more time at home, naturally in very comfy clothes, the concept of sustainable loungewear feels especially appealing. So I leave you with some of my personal favorite companies that do comfy clothing especially well, all with Mother Earth in mind.

Wol Hide



PHOTO: @WOLHIDE

How is Wol Hide Earth-conscious?

"I design with a holistic approach. I don't use materials just for their sustainable qualities but also think about the person wearing the fibers. I want them to be soft, clean clothes that aren't harming you or the planet. I also look at all aspects of the supply chain and the effect each element has on the planet and the workers involved and take all of these aspects into consideration. I think the most important part of fostering conscious consumption is to create pieces that will last. This makes the quality and integrity of each garment extremely important to me." — Leah D'Ambrosio, founder/designer of Wol Hide



Wold Hide Easy Sweatshirt (\$134)

Shop the matching [Easy Shorts](#) (\$100).

"This season, we have several styles using waste yarns, all hand-loomed by artisan coops in Peru. We've been able to team up with our partners there to find cotton yarns that were leftover from large-scale production, factory waste, and use them to make really special pieces. We also used a lot of organic color-grown cotton this season as well as in past seasons. This is heirloom cotton that's unbleached and undyed. Our easy styles are made with 100% organic and domestic cotton, the fabric processing uses sustainable alternatives to harsh chemicals. The black pieces are dyed with low-impact dyes, all of the dyeing and processing is done in a closed-loop system where wastewater is recycled and reused. The fabric knitting, processing, and piece sewing are all done domestically. We also have some special naturally dyed easy styles. These are dyed with plant dyes at a small natural dye house close to our studio in Philadelphia where they also collect and use rainwater for dyeing." — D'Ambrosio



Wold Hide Rib Dress (\$322)

What is one small tip for being Earth-friendlier in your everyday life?

"I think the biggest little thing we can do is to make the Earth a part of our decision making. It's not easy at first because it takes a change in perspective, but once it becomes a habit, you'll see that so many purchases and small things in your everyday life can be improved. Many small changes can make a big difference. If we all start small, we will eventually think bigger and our impact will grow." — D'Ambrosio